



A Tradition of Stewardship
A Commitment to Service



DRAFT COMMUNICATION AND EDUCATION PLAN

Draft Version 4 - June 28, 2012

I. Purpose and Overview

The purpose of this plan is to serve as a strategic guide for the public communication and education activities of the Napa County Groundwater Resources Advisory Committee (GRAC). The **communication goal** of the plan is to ensure that interested parties, and Napa County residents as a whole, are well-informed of the deliberations and activities of the GRAC. The **education goal** of the plan is to increase the understanding of groundwater resources so that interested parties and Napa County residents as a whole have a factual basis for discussion and decision making. Key elements of this plan include a set of objectives and guiding principles, a list of potential audiences and partners, and fundamental messages. A series of communication and education strategies are also provided. The last element of the plan includes a recommendation for periodic evaluation of the plan's implementation and effectiveness.

II. Objectives

- A. Ensure that interested parties and residents as a whole are aware of the GRAC's work, schedule, progress, and deliberations, and have opportunities to provide input.
- B. Expand participation in the County's voluntary groundwater level monitoring efforts and potential optional groundwater quality monitoring.
- C. Establish a common understanding of groundwater resources in the County, including conditions and trends evidenced by monitoring data and scientific analyses.
- D. Support informed public dialogue and policy decision-making regarding groundwater resources in Napa County.
- E. Establish consensus from the GRAC members on the Communication and Education Plan and its purpose.

III. Guiding Principles

- A. Be proactive and utilize GRAC member's existing networks to help locate appropriate well owners.
- B. Partner with interested groups and individuals to leverage existing communication networks and programs.
- C. Provide information and materials in a timely manner, allow interested parties to provide input and participate.
- D. Consistently characterize messages and activities, so that interested parties in different areas hear the same messages.

- E. Tailor messages and materials to different audiences to increase their effectiveness.

IV. Priorities

The following is a prioritized list of communication and education actions:

- 1) Develop a GRAC brochure (folded 11x17 tabloid) and informative slip-sheets (8.5x11 maps, current activities, report summaries, staff contacts and GRAC membership...).
- 2) Actively reach out to well owners to participate in voluntary groundwater level monitoring in high priority sub-areas.
- 3) Utilize outreach and education to attract well owners to participate in the voluntary groundwater level monitoring program.
- 4) Identify education and communication partners and partnerships (particularly those identified in the 2010 Groundwater Stakeholder Assessment).
- 5) Maintain and promote use of GRAC website (<http://www.countyofnapa.org/bos/grac/>).

V. Audiences and Partners

Groundwater resource issues involve a broad range of geographical and interest-based audiences and partners. Below is a partial list of likely audiences:

- 1) Well owners who voluntarily participate in groundwater level monitoring and optional water quality monitoring;
- 2) Landowners and other interested parties in under represented groundwater basins identified by the CA Dept. of Water Resources (Pope Valley, Clearlake Pleistocene Volcanic Area, and Berryessa Valley groundwater basins);
- 3) Landowners and other interested parties in the Napa-Sonoma Valley groundwater basin, including the Milliken-Sarco-Tulocay, Angwin, Carneros, Calistoga, St. Helena, Yountville, and Napa sub-areas;
- 4) County residents (incorporated and unincorporated);
- 5) Agricultural and wine industry groups;
- 6) Environmental and park/open-space groups;
- 7) Residential and commercial developers;
- 8) Community groups interested in water resources;
- 9) Landowner/Homeowner groups and associations;
- 10) Public agencies (local, regional, state, federal); and
- 11) Elected officials.

In general, messages and materials will need to be addressed to County residents as a whole. However, in many cases information should be tailored to specific audiences. Additional special audiences will need identification; for example the elderly, minorities, non-English speakers and disadvantaged communities¹.

Some members of the audiences listed above may choose to support the GRAC's communication and education efforts, thereby becoming GRAC partners in outreach. In the 2010 Stakeholder Assessment ([see GRAC website](#)), several organizations volunteered to use their existing networks to help share information and news with their constituencies. Creating partnerships with these organizations and use of their networks will be critical to maximizing the efficiency and effectiveness of GRAC outreach efforts. Additional partners will be solicited as GRAC activities are developed.

VI. Partners

Various partners in groundwater education and communication may include:

Napa Valley Grape Growers Association	California Department of Water Resources
Napa Valley Vintners	State legislative representatives
Wine Growers of Napa County	Regional Water Quality Control Board
Napa Sustainable Winegrowing Group	City of American Canyon
Napa Valley Vineyard Technical Group	City of Calistoga
Napa Valley Wine Technical Group	City of Napa
Napa Valley Land Stewards Alliance	City of St. Helena
Napa Sanitation District	Town of Yountville
Napa County Watershed Information Center & Conservancy	USDA Natural Resource Conservation Service
Napa County Farm Bureau	EcoVines
Los Carneros Water District	Fire Safe Councils

¹ CAL. PRC 75005(g) "Disadvantaged community" means a community with a median household income less than 80% of the statewide average. "Severely disadvantaged community" means a community with a median household income less than 60% of the statewide average.

Living Rivers Council	Friends of the Napa River
Homeowner associations	Get a Grip on Growth
Napa County Resource Conservation District	Groundwater Under Local Protection
Sierra Club, Napa County Chapter	Trout Unlimited
Local Food Council	Ducks Unlimited
	Others

Partners may also include specific press and media outlets:

Napa Valley Register	Weekly Calistogan
Lake Berryessa News	Calistoga Tribune
Marketplace Magazine	American Canyon Echo
Angwin Reporter	American Canyon Eagle
Yountville Sun	Lake Berryessa News
St. Helena Star	Vallejo Times Herald
Santa Rosa Press Democrat	San Francisco Chronicle
Cronicas (Spanish)	LaVoz (Spanish)
Napa Valley Life Magazine	Napa Valley Marketplace
North Bay Business Journal	Napa Valley TV (Ch. 27 & 28)
Radio (KVON AM 1440, KVYN FM 99.3)	Others

VII. Messages

The GRAC will identify several key messages to be used for outreach and education. Examples of global messages regarding groundwater are:

- a. Groundwater is a vital water source for residential, commercial and agricultural users in Napa County.

- b. Napa County has a number of unique and hydrologically distinctive groundwater subareas.
- c. The Napa Valley Floor (St. Helena, Yountville, and Napa areas), except for the Milliken-Sarco-Tulocay (MST) Subarea, generally has stable long term trends and a shallow depth to groundwater level (10-30 feet below ground surface).
- d. High priority subareas and monitoring needs will be determined as part of the GRAC's work plan.
- e. A common fact-based understanding of groundwater resources in the County supports more informed public dialogue and public-policy decision-making. While observation helps to identify concerns, factual information and thoughtful technical analyses provides the foundation for informed decision-making.

Examples of messages that will need to be tailored to match the objectives and purpose of the GRAC may include:

- f. The importance of better understanding of county-wide hydrogeologic conditions in order to better understand groundwater priority areas within Napa County.
- g. How to participate in voluntary groundwater level monitoring and optional water quality monitoring.
- h. How groundwater information will be used and refined as resources and monitoring information becomes available.
- i. What kind of groundwater data will be gathered, when and by whom, and how will it be used?
- j. What is the confidentiality of the data collected?
- k. What are the benefits to and incentives for, participants in the voluntary monitoring program?
- l. The importance of voluntary groundwater level data is to help anticipate future groundwater issues.
- m. Groundwater level data is primarily collected within the Napa Valley Floor Subareas, leaving the rest of the County unaccounted for.
- n. Groundwater quality monitoring data is more spatially distributed than groundwater level data.

Additional messages will be developed as needed for specific areas, special audiences, specific groundwater topics and actions undertaken by the GRAC.

VIII. Communication and Education Strategies

This section identifies seven primary communication and education strategies that provide a framework for more specific activities. Each strategy includes information on supporting

materials, audiences that would benefit, next step timelines, potential constraints and potential partners.

1. Develop a standardized series of general promotional and educational brochures (press materials), as well as activity/topic-specific materials as needed.

Materials: GRAC brochure (folded 11x17 tabloid) and informative slip-sheets (8.5x11 maps, current activities, report summaries, staff contacts and GRAC membership...), informational letters to current and potential groundwater level monitoring volunteers, newsletter articles to targeted groups, answers to frequently asked questions (all in electronic and hard copy)

Special Target Audiences: county residents and others as appropriate

Next Steps & Timelines: general promotional materials during 3rd quarter of 2012, activity and topic-specific materials in coordination with the GRAC's work plan

Constraints: need for subject matter expertise, graphic design and printing

Potential partners: none, GRAC members will work with County staff to develop materials (staff may enlist graphical support, outside printing)

2. GRAC members periodic briefing of the geographical or interest-based groups they represent, participate in, or serve as appointed members on the GRAC.

Materials: standard promotional materials mentioned above; PowerPoint presentations with talking points about work plan, progress, and milestones

Special Target Audiences: constituencies represented on the GRAC, regional and sub-regional groups, community-based groups, groups listed as potential partners

Next Steps & Timelines: identify initial dates for briefings, prepare materials, assign appropriate GRAC members

Constraints: need for consistent messaging and characterization of the GRAC's activities

Potential partners: organizations that GRAC members participate in, potential partners listed above, the GRAC members themselves

3. GRAC members and County staff conduct an annual round of briefings for elected officials and agency executive officers, including but not limited to members of the Watershed Information Center and Conservancy (WICC) Board of Napa County.

Materials: standard promotional materials mentioned above

Special Target Audiences: state legislative representatives, county supervisors, mayors and council members, federal and state agency executive officers and staff

Next Steps & Timelines: identify appropriate period for briefings and schedule well in advance (e.g., Joint GRAC-WICC meeting-July 26, 2012), identify appropriate briefing format and appropriate group (staff/GRAC members) to conduct briefings, develop key messages and supporting materials

Constraints: limited availability of elected officials and agency executive officers

Potential partners: none (GRAC members will work with County staff)

4. GRAC hosting of public workshops or other public events. Including events that may coincide with the rollout of key deliverables, such as the County's monitoring program, revised pump test protocols and related revisions to the groundwater ordinance, and groundwater sustainability objectives.

Materials: special announcements; materials to support the event activities

Special Target Audiences: Napa County residents as a whole, perhaps with identical workshops in the northern and southern parts of the County. Collaborate with industry groups to develop workshop topics. Potential topics may include best sustainable practices and water use efficiency. Showcase examples of better sustainable practices.

Next Steps & Timelines: agree upon deliverables that will need a public rollout component, the type of public input desired (e.g., comment on draft, comment on final), and a corresponding timeframe (See GRAC Work Plan)

Constraints: advance scheduling and publicity required to ensure turnout, significant logistical and administrative work, and associated costs.

Potential partners: WICC, other local organizations or educational groups listed above as potential partners

5. Use the GRAC's website (<http://www.countyofnapa.org/bos/grac/>) as an informational clearinghouse for materials associated with the GRAC meetings and general communication and education efforts.

Materials: standard promotional materials mentioned above, special meeting/workshop materials developed, and posting of existing materials developed for regular GRAC meetings and activities

Special Target Audiences: all audiences

Next Steps & Timelines: continual, the website has been official and functioning since June, 2011, redesign of the site as needed to accommodate the assimilation of information over time

Constraints: organization and accessibility as documents accumulate, staffing resources and expertise for upkeep and maintenance

Potential partners: none (County staff will maintain the website)

6. Development and maintenance of an interested-parties email and address distribution list, including denotation of parties that express an interest in partnering with the GRAC.

Materials: email and address data management software, and existing news, promotional and educational materials

Special Target Audiences: individual interested parties

Next Steps & Timelines: develop and solicit initial list during 3rd quarter of 2012, with ongoing expansion and maintenance

Constraints: staffing resources needed to maintain up-to-date entries

Potential partners: none (County staff will develop and maintain the list)

7. Proactively develop and regularly utilize relationships with key public relations, press and media outlets for the purpose of sharing news and information.

Materials: meeting synopses, statements developed by the GRAC, telephone calls, talking points, frequently asked questions

Special Target Audiences: Napa County residents as a whole

Next Steps & Timelines: County staff to identify and contact major press and media outlets as needed

Constraints: inability to control final product, need to adhere to GRAC Media Protocol

Potential partners: See potential list above

IX. Evaluation

As part of its normal business, the GRAC will periodically evaluate the effectiveness of its communication and education efforts, and revise this plan accordingly.